

AMENDMENTS TO THE CLAIMS

The following is a complete listing of the claims indicating the current status of each claim and including amendments currently entered as highlighted.

1. (currently amended) A shopping system for consumable items comprising:
 - (a) at least one display module including a plurality of display items, wherein each of said display items is not itself available for purchase but visually represents a corresponding one of the consumable items available for purchase, wherein purchase codes associate said display items to the respective consumable items, wherein said purchase codes are collected by a customer;
 - (b) a customer-operated shopping list assembly system operative to assemble a shopping list corresponding to purchase items said customer wishes to purchase and a quantity for each of said purchase items;
 - (c) a service point that receives said shopping list with delivery instructions from said customer, said delivery instructions being indicative of a requested delivery point for delivery of said purchase items; and
 - (d) a warehouse and packing facility at a location separate from a location of said at least one display module and in an area off limits to said customer, said warehouse and packing facility storing that stores the consumable items and, on receipt of said shopping list from said service point, packs and arranges packing and arranging delivery of the consumable items according to said shopping list and said instructions to said requested delivery point.

2. (original) The shopping system, according to claim 1, wherein said display module has a horizontal depth of less than 50cm.

3. (original) The shopping system, according to claim 1, wherein said display item is a sample item substantially identical to said corresponding one of the consumable items available for purchase.

4. (original) The shopping system, according to claim 1, wherein said display item is a replica visually representing said corresponding one of the consumable items available for purchase.

5. (original) The shopping system, according to claim 1, wherein said display item is an original package with at least a portion of the contents removed.

6. (original) The shopping system, according to claim 1, further comprising:

- (e) at least one booth for providing a service of a type selected from the group consisting of product promotion and recreation for said customer; and
- (f) at least one resource area for providing services to said customer

7. (currently amended) A shopping system for consumable items comprising:

- (a) a plurality of display items, wherein each of said display items is not itself available for purchase but visually represents a corresponding one of the consumable items available for purchase, wherein purchase codes associate said display items to the respective consumable items available for purchase;
- (b) an information storage device used by customers for retrieving said purchase codes to create respective shopping lists and for giving said shopping lists with delivery instructions indicative of requested delivery points for delivery of said consumable items to a service point; and
- (c) a warehouse and packing facility at a location separate from a location of said at least one display module and in an area off limits to said customer. said warehouse and packing facility storing that stores the consumable items and, on receipt of said shopping lists and said instructions from said service point, ~~packs and arranges packing and~~ arranging delivery of the consumable items, according to said customers' respective shopping lists ~~and said instructions to said~~ requested delivery points.

8. (original) The shopping system, according to claim 7, wherein said information storage device further includes a wireless mechanism for said retrieving.

9. (original) The shopping system, according to claim 7, wherein said information storage device includes a bar code scanner for said retrieving.

10-12. (canceled)

13. (currently amended) A method for selling consumable items, comprising the steps of:

- (a) showing display items to a customer, wherein each of said display items is not itself available for purchase but visually represents a corresponding one of the consumable items available for purchase said display items having purchase codes associated respectively with the consumable items;
- (b) receiving a shopping list and delivery instructions from said customer, said shopping list being created by collecting a plurality of said purchase codes from a plurality of the consumable items, said delivery instructions being indicative of a requested delivery point for delivery of said purchase items;
- (c) transferring said shopping list and said instructions to a warehouse and packing facility at a location separate from a location at which said display items are shown to said customer and in an area off limits to said customer, said warehouse and packing facility including the consumable items; and
- (d) packing purchased items according to said shopping list and delivering said purchased items to said requested delivery point. ~~for delivery according to said instructions.~~

14. (original) The method, according to claim 13, wherein said collecting is performed using a bar code scanner.

15. (original) The method, according to claim 13, further comprising the steps of:

- (e) receiving a new variety of the consumable items into said warehouse and packing facility; and
- (f) updating said display items to represent said new variety.

16. (new) The shopping system of claim 1, further comprising a plurality of sales locations in communication with said warehouse and packing facility, each of said sales locations including said at least one display module including a plurality of said display items, said warehouse and packing facility packing and arranging delivery of the consumable items according to said shopping lists assembled at each of said plurality of sales locations.

17. (new) The shopping system of claim 7, further comprising a plurality of sales locations in communication with said warehouse and packing facility, each of said sales locations including a plurality of said display items, said warehouse and packing facility packing and arranging delivery of the consumable items according to said shopping lists created at each of said plurality of sales locations.

18. (new) The method of claim 13, wherein said display items are shown to said customers at each of a plurality of sales locations, and wherein shopping lists created at each of said plurality of locations are transferred to said warehouse and packing facility for packing and delivery according to said shopping lists created at each of said plurality of sales locations.